

RFP 7-69 ATTACHMENT D – Technical Requirements

Background:

The threat of a pandemic influenza requires extensive planning and coordination among response agencies and community partners. Planning efforts must also account for educating the general public about pandemic influenza – what it is, and what can be done to prepare for this health threat. The Indiana State Department of Health has a Pandemic Influenza Plan, located at <http://www.in.gov/isdh/bioterrorism/PandemicFlu/pdfs/PandemicInfluenzaPlan.pdf>, which includes planning checklists for both hospitals and local health departments. Each local health department has also developed a pandemic influenza plan. ISDH has offered a pandemic influenza “tool kit” for use by local health departments in their preparedness efforts. The tool kit may be accessed online at http://www.in.gov/isdh/bioterrorism/PandemicFlu/tool_kit.htm.

Objectives:

Local health departments are key to the education of the populace concerning the importance of being prepared for pandemic influenza. Each local health department has strengths and weaknesses in terms of their abilities to communicate and present information effectively. The Indiana State Department of Health (ISDH) seeks a vendor to improve and enhance the capabilities of local health departments to educate individuals, families, and businesses about pandemic influenza and engage them in preparedness efforts. ISDH seeks method experts for this undertaking, as ISDH staff are prepared to assist local health departments as required to improve their substantive knowledge about pandemic influenza.

(1) The vendor will develop tools, templates, trainings, and/or other materials and activities to assist local health departments in presenting educational information about pandemic influenza. ISDH does not seek specific activities, tools, or templates, but encourages the submission of creative ideas designed to motivate the public to take action and prepare for pandemic influenza. Respondents should consider that there are a variety of learning styles and ways by which individuals absorb and react to new information. The developed materials may include, in part, assistance to local health department staff in the areas of presentation development, public speaking, initiating discussions with community partners and businesses, and motivational speaking. As applicable, the developed materials will be delivered in an electronic format for ease of review and transfer to local health departments. The developed materials may take the form of a “tool kit” as described above. Implementation at the local level should be discussed in the proposals as appropriate.

(2) The vendor will develop a tool by which local health departments can measure the impact of their educational efforts. (Do families begin stocking up on non-perishable food items? Do individuals pay more attention to respiratory etiquette and washing their hands? Do employers begin to develop a plan for the continuity of their operations?) The evaluation tool should be based on the materials created pursuant to (1), above. Training required for use of the tool, if any, should be included in the proposal.